



CANDIDATE PACK FOR CHIEF INFORMATION OFFICER

St John
Ambulance



WELCOME

Dear Applicant,

Thank you for your interest in the role of Chief Information Officer and in joining St John Ambulance at a pivotal moment in our journey - if you are the right candidate for us, you could be about to make a brilliant career move!

St John is a remarkable, well loved, volunteer powered charity with a proud heritage and a vital role in communities across England. Every day, our volunteers and employees provide first aid education, deliver medical cover at events, support the NHS and work with young people to build skills, confidence and resilience. What unites all of this is a deep sense of purpose and commitment to helping people when they need us most and to putting the power of first aid into everyone's hands.

We are now entering an exciting new phase with the launch of our new organisational strategy. This strategy sets a clear direction for how we will strengthen our impact, improve sustainability, and better connect our people, systems and services. Technology, digital capability and high-quality data and insight are central to that ambition – and the CIO will play a defining role in turning that vision into reality.

Reporting directly to me and working as a member of the Executive Leadership Team, this is a pivotal leadership role at the heart of the organisation. As CIO, you will lead our technology, digital, data and insight agenda, ensuring our platforms are safe, resilient and future ready, while enabling more connected, effective and data driven ways of working across our national organisation.

I am looking for a CIO who combines strong delivery and transformation experience with inclusive, values led leadership and an innovative approach – someone who can bring people with them, build trust, and create the conditions for lasting change in a complex, purpose driven organisation.

I hope this candidate pack gives you a clear sense of the opportunity ahead and the impact you could make by joining St John at this moment. I very much look forward to learning more about you.

With best wishes,

Shona Dunn
Chief Executive Officer



ABOUT US

We are England's first aid charity. Our **purpose** is to put the power of first aid into everybody's hands. So that we are all closer to help in an emergency. Every person. Every place. Every time. We do this by responding to health emergencies ourselves and by educating the public to feel confident to do so too.

Our **vision** is a world where everyone receives the first aid they need in a health emergency from those around them.

Our **mission** is to put first aid at the heart of every community by:

- Educating and equipping others to ensure resilient communities and safer workplaces;
- Inspiring every generation with the confidence to act in a health crisis; and
- Responding as volunteers and as first responders at events, in communities and as a trusted partner to the NHS.

We are St John Ambulance, built on centuries of service to meet the needs of today. We are:

- A vibrant **volunteer-powered** first aid movement, rooted in communities across the nation and reaching out to those who need us
- A **national leader** in first aid education, providing unmatched first aid training, supplies, and resources that support first aid, health and safety, and wellbeing
- A **trusted specialist** provider of first aid care, delivering expert support at events, as part of local health and care systems, and in a crisis
- An **inspiring** and **inclusive** place for **young people**, equipping our Badgers and Cadets with first aid skills, confidence, and purpose

OUR VALUES

Our Pro Fide ethos - for faith and in the service of humanity – reflects our heritage and drives our values today, calling on us all to act with purpose, justice and compassion. Our HEART values embody our Pro Fide foundations for everyone:



OUR FIRST AID FOCUS

First aid is the first and immediate assistance given to anyone experiencing a medical emergency. It is delivered to preserve life, prevent a condition from worsening, and promote recovery, either as standalone care, or as part of an ongoing response alongside other health and emergency services.

For almost 150 years, St John Ambulance has been at the heart of community first aid in England. Born out of a tradition of care and service, rooted in the historic values of the Order of St John, we have continuously evolved to meet the needs of the communities we serve.

Today we educate the public in first aid skills and we respond as trained first aiders, in roles ranging from community first aider to critical care clinicians. All our people, whether volunteer or employee, are united by compassion, expertise, and a commitment to excellent first aid care.

OUR PEOPLE

For 150 years St John people have saved lives and strengthened their communities and we are rightly proud of the skills, commitment and resilience that makes this happen. Our volunteers and employees work shoulder to shoulder in every county across England to deliver our mission and turn our values into reality.

We know that inclusion strengthens our first aid movement and makes our purpose possible by helping us to reflect and respond to the diverse communities we serve. We are intentional about improving the diversity of our people and creating a culture where everyone feels respected, valued, and able to thrive, whatever their background, identity, or experience.



OUR STRATEGY

Our Strategy 2026–28 sets out a clear direction for the next three years, centred on one simple aim: **to grow the power of first aid together.**

To achieve this, we will focus on what we do best: training people to be confident in first aid and delivering expert care when it matters most. We will reach more people through education and response, set the standard through the quality of our work, and build the insight, partnerships and income that unlock our long-term impact.

Our strategy is built around three ambitions and seven priorities:

- **Amplifying Our Purpose** - to reach more people with first aid. To do this we are focusing our efforts on these two priorities:
 - **Educate:** So that everyone knows first aid and feels confident to use it. Our 2028 goal is to train 800,000 people a year in simple first aid, in workplaces, communities and schools
 - **Respond:** So that together we act to deliver first aid when it matter most. Our 2028 goal is to support more than 70,000 patients annually, delivering specialist care at events, in communities and during crises
- **Setting the Standard** - to continue to set and deliver high standards in all our work by working on these four priorities:
 - **Brilliant Basics:** improving systems and processes to make it easier to volunteer, work, partner and donate
 - **Thriving People:** ensuring St John remains a connected and empowering place for its people by focusing on inclusion and wellbeing
 - **High Quality:** embedding quality, reliability and trust in every patient, customer and partner experience
 - **Strong Partnerships:** building strong, trusted partnerships to maximise impact locally and nationally
- **Unlocking Future Potential** - to be ready to lead first aid into the future, we will focus on a **Forward Thinking** priority, including:
 - **Insight** - Using robust data to better inform decisions and maximise impact
 - **Innovation** - Testing and scaling new ideas to help us reach more people and improve outcomes in emergencies
 - **Income** - Building sustainable, diversified funding routes to power our first aid mission long into the future

To read more about our strategy, [please click here.](#)



JOB DESCRIPTION

ROLE TITLE: Chief Information Officer

ROLE PURPOSE

Reporting to the Chief Executive Officer and operating as a member of the Executive Leadership Team, the CIO will hold full accountability within St John for driving digital transformation and delivering our Technology Roadmap. They will ensure that the charity's technology, digital and data platforms and systems are safe, effective and resilient and provide a progressive digital working environment that offers tools and resources that can inform and improve the charity's strategic planning and operations.

MAIN RESPONSIBILITIES INCLUDE

Digital Leadership & Transformation

- Frame & lead the delivery of digital transformation as part of the broader portfolio of change designed to modernise systems, platforms and ways of working.
- Innovate and deliver best in class digital solutions that make it easier for St John people to thrive in their roles and deliver a seamless service to our customers, supporters and beneficiaries.
- Create and support an environment of digital engagement and maturity.
- Maintain excellent external relations that ensure St John is well informed and at the forefront of digital ways of working in the charity sector.
- Lead on the strategic, responsible and ethical use of artificial intelligence to transform and improve operational efficiency and effectiveness, insight and service delivery, ensuring at all times the maintenance of strong governance, safeguarding, data protection and public trust and confidence.
- Lead the Charity's wider programme management function, working closely with the Director of Strategy & performance and other Executive colleagues to deliver the charity's portfolio of strategic change.



MAIN RESPONSIBILITIES INCLUDE

Data & Insights

- Ensure that our data is effectively mapped, stored, governed and available for strategic and operational intelligence.
- Build a data informed culture, strengthening data accessibility and quality, insight and understanding and innovation and decision-making across the Charity.
- Provide leadership and oversight to the organisation's data and insight teams, developing research and insight that allows us to maximise our organisational learning and our impact on community health resilience.

Technology Leadership

- Lead and ensure the effective provision and security of technology services and support internally and through contracted service providers to provide seamless, high performing technology for all St John People.
- Lead information and cyber security for St John, ensuring an appropriate security posture is maintained and providing assurance to organisational stakeholders.
- Ensure compliance with all legal and policy standards regarding data and digital security best practice.
- Ensure robust supplier, contract and technology risk management including oversight of relevant outsourced and third party services.
- Identify and actively manage/mitigate organisational technology risks.

Advice, Assurance and Expertise

- Provide advice and assurance to the Board, Committees and Executive Team that the Charity's technology, data, cyber security and information governance arrangements are safe, resilient, compliant and fit for purpose, and that the charity is using its digital and data assets efficiently and effectively to support the strategy and operational delivery.
- Provide high quality specialist advice on digital and business transformation (people, process, and technology), technology solutions, operations, and governance.
- Build and maintain effective relationships with internal and external stakeholders, including partners, regulators, suppliers and sector leaders
- Actively contribute to the development and implementation of organisational strategy, performance and culture.
- Grow and lead a high performing, trusted and responsive digital, data and technology function (DDaT network).

Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.



PERSON SPECIFICATION

PART ONE

Knowledge and experience

- Outstanding record of achievement as a board-level leader.
- Deep experience of leading technology, digital and data systems in a comparable or similarly complex environment.
- Proven track record of leading large scale and complex change and programmes that span multiple departments and services.
- Experience of working with volunteers.

PART TWO

Skills and abilities

- Strong change and programme management abilities.
- Able to present information effectively to key stakeholders and colleagues across the organisation, with excellent attention to detail.
- Outstanding leadership and team-building skills, with the capacity to engage, inspire and win hearts and minds, and to involve staff who have been through change.
- Excellent diplomatic skills and secures trust and confidence immediately.
- Strong and engaging presentational skills.
- Excellent organisational and problem-solving skills – you know when to get involved and when to enable and empower others.
- Agile, flexible and able to respond proactively to a changing environment.

PART THREE

Leadership style and behaviours

- Positive leadership style and an active leader and champion for our values.
- Comfortable leading within a networked environment and under their own initiative.
- An energetic, dynamic and inspirational style of leadership with an emotionally intelligent leadership style.
- Strong partnership worker and alliance-builder.
- Makes connections and identifies leverage quickly.
- Influential role model for St John's values.



TERMS OF APPOINTMENT

SALARY

This role attracts a salary of up to £125,000. Starting salary will be dependent on experience.

LOCATION

The role can be based anywhere in England but you must be available and willing to travel to London and other St John sites frequently. Hybrid, flexible working applies.

ANNUAL LEAVE

For employees working five days per week, the annual leave entitlement is 25 days plus eight bank holidays. After three years' service it rises to 27 days and after five years it rises to 30 days. You can carry up to five days' leave into the following year and you can also buy or sell up to one week of annual leave.

PENSION

Up to 8% matched employer contribution.

WELLBEING

Lifestyle mental and physical health portal, mental health platform, and access to spiritual wellbeing support as well as an EAP

Discounts – you will have access to Reward & Recognition app, Blue Light and NHS Discounts as well as discounts on mobile phones, gym membership, cinema tickets, restaurants, holidays and shopping

Cycle to Work and EV Scheme

HOW TO APPLY

To make an application, please go to <https://starfishsearch.com/jobs/sja-chief-information-officer/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A covering letter that sets out your motivation for the role and describes the specific experience you can bring to the appointment.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Deadline for applications is Friday 31st July 2026.

Closing date:	Friday 31st July 2026
Preliminary interviews:	w/c 10th and 17th August 2026
Conversations with CEO:	w/c 24th August 2026
Final Panel interviews:	Tuesday 8th or Wednesday 9th September 2026